



LS
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July 8, 1998

Mr. G. H. Moulton
Mr. S. T. Martin

Subject: **Moonlight Promotional Allowance**

The Retail Tobacco Dealers of America's annual trade show will be held August 8-11, 1998 in Nashville, TN. According to our information, the following Moonlight Direct Accounts will exhibit at this show:

G. A. Andron
Phillips & King

We would like for you to make the following offer available to these accounts to sell to retailers at this show:

- Retailers who buy 5 cartons (any combination) of the following Moonlight brands will get a free carton of Jumbos:

Planet Full Flavor	Planet Light Menthol
Planet Light	Bee Full Flavor
Planet Menthol	Bee Light

- Payment to the direct account for the gratis carton will be calculated as follows:
 1. Moonlight list price at the time of the show (currently \$14.34 per carton) and applicable state/city cigarette excise taxes
- Maximum of two free cartons per retail account

In order to receive payment, participating Direct Accounts will have to submit to you a list of retailers who purchased five or 10 cartons of Moonlight to include the retailers name, address, city, state, zip code and number of cartons purchased.

When making payment for this promotion, use code MOONLT \$1 DIST.

Also, once payment has been made, please send me a copy of the list of participating retailers as we will follow up with them with displays and POS.

If you have any questions about this promotion, please call met at Ext. 0662.

Sincerely,

Larry

Larry A. Sasso

cc: Kevin DeLury
Roger Farmer
Russell Reams
Melinda Simmons
Mark Young

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